



P.O. Box 621, Folsom, CA 95763
www.SacramentoGuitarSociety.org
(916) 572-7464 | EIN# 59-3777305

Minutes of Board Mtg 10/19/2020

Attending: James Banach, Jay Reynolds, Sandy Strautman, Laurie Racca, Lili Williams, Bob Ferguson, Albert Mejia, Lisa Pitre,

Guests: Lilly Wyatt

Absent: John Reynolds,

Meeting called to order at 7:13 pm by Jay Reynolds

Lilly Wyatt-Communications and Public Relations Plan:

1. Shared Plan for Communications and Public Relations and how she started the process.
2. Jay discussed the evolution of SGS to broaden our appeal in the area. Many issues to overcome.
3. Discussion regarding both our impression as a closed society, and our being generally an unknown entity in the community. Issues we have done, i.e. Strum for Fun that help the connection.
4. Objectives-must be measurable. Lili pointed out that we have to be careful with programs that are perceived in competition with local businesses.
5. Target Audience-Discussion on what genre of guitar we represent...right now it is mainly classical, but we have branched out some in recent years.
6. Key Messages-asked if anyone had any further suggestions. Sent out requests to all local teachers for YAS but only got 11 responses.
 - a. Suggest to teachers that joining SGS can assist them in obtaining additional students and have a platform to perform.
 - b. Emphasize that guitar orchestra is an opportunity to play with others, not just in a vacuum.
 - c. We do bring in outside talent to expose to the community world class performers.
7. What do you want audiences to do?



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- a. Laurie suggested we push Veterans Day program for vets with PTSD. Jim noted we returned previous grant as unused, and it does not appear we have gotten funds from second grant.

8. Tactics.

- a. Many groups and partnerships mentioned as possible.

Lilly Wyatt left meeting at 8:06 pm.

Lili Williams noted that all the items on the list require a lot of time and effort and we need more volunteers and people to help.

Lisa asked about whether we should use “strangers” for volunteer work. Jay pointed out that we need to get strategic plan worked out and then decide what tasks they could do to assist.

Discussion ranged around how to not get bogged down in so much work that we can’t function effectively. May want to back off some from things like a “Virtual Performance each Month”.

Laurie suggested she might be able to put together a structure for volunteers, etc.

Laurie discussed legal issues that have come up and using pro-bono legal services. \$35 admin fee. Discussed process. Would submit 990 and they would categorize us in one of 3 categories.

Risk management is needed given the current situation. Lili will give us a list of issues we need to address. Much discussion on the issue.

Agreed that board members will approach attorneys they know to see if we can get pro-bono services to address our needs. If not, then Laurie Racca will approach Arts Legal group to see if we can get some assistance through them.

Next meeting scheduled for Nov 2, 2020 at 7 pm.

Motion to adjourn by Jay Reynolds, second by Jim Banach

Meeting adjourned at 8:34 pm

Respectfully Submitted:

James P. Banach
Secretary/Treasurer
Sacramento Guitar Society